

**Dienger, Whitney**

# 67615 Eupp/Kennedy

**From:** Jacobs, Sarah  
**Sent:** Thursday, November 01, 2012 2:33 PM  
**To:** Dienger, Whitney  
**Subject:** FW: Kennedy/Cupp Mkgd WKRC

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**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Thursday, November 01, 2012 2:33 PM  
**To:** Jacobs, Sarah  
**Subject:** RE: Kennedy/Cupp Mkgd WKRC

ok

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**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Thursday, November 01, 2012 2:32 PM  
**To:** Whitney Eversole  
**Subject:** Kennedy/Cupp Mkgd WKRC

N/A 1x Sunday 9-930am at \$450 on 11/4.  
Mkgd 1x Mon 11/5 8-9am at \$450 P2

✓✓

Please confirm.  
Thanks  
SAJ

**Sarah Jacobs**  
Local Sales Manager  
WKRC CBS 12/Local 12.2 The CW Cincinnati  
513/763-5672

11/1/2012



Order / Rev: 67615  
 Alt Order #:  
 Flight Dates: 10/24/12 - 11/05/12

Advertiser: Robert Cupp and Sharon Kennedy for OI  
 Product Desc: 3026  
 Estimate: Supreme Court Ohio

Local 12 WKRC-TV

| Ln  | Ch   | Start               | End             | Inventory Code  | Break              | Start/End Time                       | Days                  | Len           | Spots | Rate                  | Pri | Rtg        | Type        | Spots  | Amount         |
|-----|------|---------------------|-----------------|---|--------------------|--------------------------------------|-----------------------|---------------|-------|-----------------------|-----|------------|-------------|--------|----------------|
| N 2 | WKRC | 11/04/12            | 11/04/12        | CBS Sun Morning<br>CBS Sun Morn News                  | CM                 | 9:00 AM-9:30 AM<br>(9:00 AM-9:30 AM) | -----1                | :30           | 1     | \$450.00              | P-3 | 0.00       | NM          | 1      | \$450.00       |
|     |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>                                       | <u>Spots/Week</u>  | <u>Rate</u>                          | <u>Rating</u>         |               |       |                       |     |            |             |        |                |
|     |      | Week: 10/29/12      | 11/04/12        | -----1  | 1                  | \$450.00                             | 0.00                  |               |       |                       |     |            |             |        |                |
|     |      | <u>Spot</u>         | <u>Ch</u>       | <u>Date Range</u>                                     | <u>Description</u> | <u>Start/End Time</u>                | <u>Weekdays</u>       | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u> | <u>Type</u> |        |                |
|     |      | 1                   | WKRC            | 10/29/12-11/04/12                                     | CBS Sun Morning    | 9:00 AM-9:30 AM                      | 9:00 AM-9:30 A-----Su | :30           |       | <del>(\$450.00)</del> |     | 0.00       | NM          |        |                |
|     |      | See MG 2.2          |                 |   |                    |                                      |                       |               |       |                       |     |            |             |        |                |
|     |      | [No Avail]          |                 |   |                    |                                      |                       |               |       |                       |     |            |             |        |                |
|     |      | 2                   | WKRC            | 11/05/12-11/05/12                                     | CBS This Morning   | 8:00 AM-9:00 AM                      | 8:00 AM-9:00 A-----   | :30           |       | \$450.00              |     | 0.00       | NM          |        |                |
|     |      | MG for 2.1 11/04 ✓  |                 |   |                    |                                      |                       |               |       |                       |     |            |             |        |                |
|     |      | [Approved by Buyer] |                 |   |                    |                                      |                       |               |       |                       |     |            |             |        |                |
| N 3 | WKRC | 10/24/12            | 11/05/12        | 5p Local 12 News at FiveM<br>5p Local 12 News at Five |                    | 5:30 PM-6:00 PM<br>(5:30 PM-6:00 PM) | 11111--               | :30           | 5     | \$600.00              | P-3 | 0.00       | NM          | 10     | \$6,000.00     |
|     |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>                                       | <u>Spots/Week</u>  | <u>Rate</u>                          | <u>Rating</u>         |               |       |                       |     |            |             |        |                |
|     |      | Week: 10/22/12      | 10/28/12        | --211--   | 4                  | \$600.00                             | 0.00                  |               |       |                       |     |            |             |        |                |
|     |      | Week: 10/29/12      | 11/04/12        | 11111--   | 5                  | \$600.00                             | 0.00                  |               |       |                       |     |            |             |        |                |
|     |      | Week: 11/05/12      | 11/11/12        | 1-----  | 1                  | \$600.00                             | 0.00                  |               |       |                       |     |            |             |        |                |
| N 4 | WKRC | 10/24/12            | 11/05/12        | 6p Local 12 News at SixCM<br>6p Local 12 News at Six  |                    | 6p-630p                              | 11111--               | :30           | 5     | \$650.00              | P-3 | 0.00       | NM          | 10     | \$6,500.00     |
|     |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>                                       | <u>Spots/Week</u>  | <u>Rate</u>                          | <u>Rating</u>         |               |       |                       |     |            |             |        |                |
|     |      | Week: 10/22/12      | 10/28/12        | --211--   | 4                  | \$650.00                             | 0.00                  |               |       |                       |     |            |             |        |                |
|     |      | Week: 10/29/12      | 11/04/12        | 11111--   | 5                  | \$650.00                             | 0.00                  |               |       |                       |     |            |             |        |                |
|     |      | Week: 11/05/12      | 11/11/12        | 1-----  | 1                  | \$650.00                             | 0.00                  |               |       |                       |     |            |             |        |                |
|     |      |                     |                 |   |                    |                                      |                       |               |       |                       |     |            |             | Totals | 23 \$13,250.00 |